



**City of Scottsdale  
Tourism Development Commission  
Regular Meeting**

**8:00 a.m., Tuesday, November 21, 2017**

**Kiva Forum-City Hall**

**3939 N. Drinkwater Boulevard**

**Scottsdale, Arizona 85251**

**Notice and Agenda**

**1. Call to Order/Roll Call**

David Scholefield, Chairperson

Carl Grupp

David Winter

Linda Dillenbeck, Vice-Chairperson

Frank Ashmore

Camille Hill

Ken McKenzie

**2. Approval of Minutes**

Commission discussion and action to approve the October 17, 2017 regular meeting minutes.

**3. Scottsdale Culinary Event Support Funding Proposal**

Presentation, Commission discussion and possible recommendation regarding allocation of Tourism Development Funds in the amount of \$75,000 in support of the Scottsdale Culinary three-year event funding proposal.

Presenter: Traci Thompson, General Manager, Scottsdale League for the Arts

Staff Contact: Steve Geiogamah

**4. Work-Study Agenda Review**

Commission discussion and possible recommendation regarding the draft agenda for scheduled December TDC work study session.

Staff Contact: Steve Geiogamah

**5. Experience Scottsdale First Quarter Performance Measures Report**

Presentation, Commission discussion and possible recommendations regarding Experience Scottsdale first quarter report.

Rachel Pearson, Experience Scottsdale, Vice President of Community & Government Affairs

Staff Contact: Steve Geiogamah

**6. Scottsdale Stadium Update**

Presentation, Commission discussion and possible recommendation regarding the Scottsdale Stadium master plan.

Staff Contact: Bill Murphy, Community Service Director



Persons with a disability may request a reasonable accommodation by contacting Holli Shannon at 480-312-2728. Requests should be made 24 hours in advance, or as early as possible, to allow time to arrange the accommodation. For TTY users, the Arizona Relay Service (1-800-367-8939) may contact Tourism & Events Department at 480-312-7177.

## 7. Transportation Update

Presentation, Commission discussion and possible recommendation regarding tourism related city transportation program elements.

Staff Contact: Paul Basha, Transportation Director

## 8. Transportation –Sky Harbor Connection

Presentation, Commission discussion and possible recommendation regarding allocating tourism development funds in the amount of \$300,000 toward enhancing transportation connection between the city and Sky Harbor Airport.

Rachel Pearson, Experience Scottsdale, Vice President of Community & Government Affairs

Staff Contact: Paul Basha, Transportation Director

## 9. Event Funding Program Recommendations

Commission discussion and recommendations on the following application for event funding:

- a. Rock n Roll Marathon

Staff Contact: Steve Geiogamah

## 10. Staff Reports

Staff presentation and Commission discussion of the following:

- a. Staff Bed-Tax Collection Report
- b. Staff Bed Tax Hotel Classification Report
- c. Bed Tax Proforma
- d. Smith Travel Report
- e. Lodging Regional Report
- f. Program Updates
  1. Scottsdazzle and Canal Convergence Events
  2. Desert Edge City Council November 6 Work-study Session
  3. Downtown 2.0 (Downtown Economic Feasibility Study)

Staff Contact: Steve Geiogamah

## 11. Public Comment

The public may address the Commission regarding any issue within the Commission's purview. If you wish to address the Commission, please complete a comment card and provide it to the Chair or to a staff member. Speakers are limited to three minutes during Public Comment time. Arizona State law prohibits the Commission from discussing or taking action on an item that is not on the prepared agenda. In addition, the Chair may invite comments from the public on any agenda item.

## 12. Identification of Future Agenda Items

The public body may not discuss, deliberate, or take legal action on any matter in the "Identification of Future Agenda Items" unless the specific matter is properly noticed for legal action.

**Adjournment - Next scheduled regular meeting is December 12, 2017**



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